MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

LCI 2027 CREATIVITY AND INNOVATION

(All sections)

15 MARCH 2019
9 am – 11 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages with **TWO** sections **ONLY.**
2. Answer all questions.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]
Instruction: Answer **ALL** questions.

1. Explain the terms below:

   a. Big Idea (2 marks)
   b. Creativity (2 marks)
   c. Creative Concept (2 marks)
   d. Creative Strategy (2 marks)
   e. Advertising Creativity (2 marks)

2. Explain the four (4) steps of creative process. (4 marks)

3. Writing copy is one of the first steps taken when moving from business thinking to actual creative brainstorming and eventual execution. Explain the following:

   a. Copywriting (1 marks)
   b. Headlines (1 marks)
   c. Body copy (1 marks)

4. List three (3) basic approaches to composition. (3 marks)

5. Briefly explain the Five (5) – Step Process technique by James Webb Young in producing creative ideas. (10 marks)

Continued...

SECTION B: SHORT ANSWER QUESTION [20 MARKS]

Instruction: Answer the following question.

1. Creative, its intepretation and its ultimate ability to produce a sale, is the driving force behind any integrated marketing communication ad or campaign. If creative efforts fail, it is because the marketing plan failed. The fate of an ad or campaign is sealed during the development of the creative brief. Everything creative, copy and layout begins and ends with the creative brief process. Before any copy is written or any concept is laid out, the creative team needs to thoroughly study the creative brief.

   a. Explain in detail what is meant by ***Creative Brief.*** (3 marks)

   b. Explain what is magazine and television advertising. (2 marks)

   a. Explain in detail any five elements of creative brief and support each element with an example that relate to any industry. (15 marks)

End of Paper